



What do Customers Want?



SPECIAL TREATMENT

RELIABILITY

HIGH QUALITY

CHOICES

11/25/2008



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NOW

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What do Customers Want?



SPECIAL TREATMENT

RELIABILITY

HIGH QUALITY

CHOICES

NOW

WHAT ELSE?



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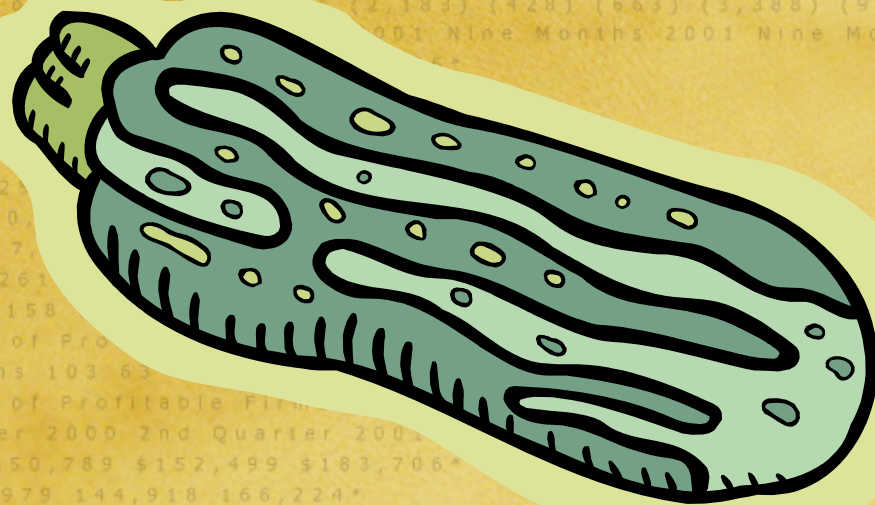




What do Customers Want?

WHAT ELSE?

They Want A PICKLE~



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CUSTOMERS.....



1. Are the most important people you will ever deal with
2. Are those special VIPs who call you
3. Are NOT interruptions of your work, but are the reasons for it!
4. Are individuals with names and feelings
5. Are NOT people you argue with
6. Are not ALWAYS right, but they are ALWAYS.....

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THE CUSTOMER

What is the Secret?



UNDER-PROMISE



OVER-DELIVER

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Required Skills

Qualified?



Trustworthy?

How to You Add Value?

Action Verbs to help you:

Admit

Ask for

Ask often

Call

Create

Cure

Customize

Find

Know

Refer

Send

Visit

Invite

Provide

Attend

Offer

NEVERS



“I don’t know”

“I’m new here”

“I just got here”

“I’m not sure I can help you”

“We haven’t got it”

“I don’t think I can do that”

“Your _____ will take about six weeks”

“The manager will be right with you”

“There’s nothing I can do about it, it’s company policy.....”

“I don’t have anything to do with your problem”

“We have a problem”

“I don’t care”

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DO Say!



“How Can I help you?”

“I’ll do whatever it takes”

“Here’s what I will do!”

“To solve the problem...”

“I will personally handle it”

“Our policy is...but here is what I Will do”

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Customer Service Skills

“When your customer is the most anxious,
you need to be at your best—most competent,
confident, calmest and in control of yourself.”

Chip R. Bell
Management Consultant

**Guard Against Customer Service
Burnout**



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3rd Quarter 2001	3rd Quarter 2000	2nd Quarter 2001	Nine Months 2001	Nine Months 2000
Revenues \$43,641	\$59,338	\$50,789	\$152,499	\$183,706*
Expenses 43,018	55,467	47,979	144,918	166,224*
After-Tax Profit/Loss 405	2,516	1,832	4,927	11,362*
After-Tax Assets** 2,680,452	2,342,225	2,562,618	2,680,452*	2,342,225
Capital & Subordinations 150,319*	139,721	146,179	150,319*	139,721
Commission Revenues 6,062	7,415	6,668	20,215	25,868*
Number of Firms Reporting 261	273	258	272	284
Number of Profitable Firms 158	210	171	178	242
Aggregate Pre-Tax Earnings of Profitable Firms 2,807	4,300	3,482	10,970	18,470
Number of Unprofitable Firms 103	63	87	94	42
Aggregate Pre-Tax Earnings of Unprofitable Firms (388)	(989)	(388)	(989)	(989)



Master the Art of Calm



Treat customers like friends and still maintain a professional working relationship.

The Friendship Response = Sympathy

Identify with, and even take on, another person's emotions.
 "I'm really angry at those people, too!"

The Professional Response = Empathy

Acknowledge and affirm another's emotional state.
 "I can understand how that makes you angry."



Master the Art of Calm

Weather Customer Fury and Stay Calm and in Control

On stage

Where customer can see or hear you



Off Stage

Safely away from customer

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After-Tax Profit/Loss 405	2,516	1,832	4,927	11,362*
After-Tax Annualized Return on Capital 1.1%	7.3%	5.0%	4.5%	11.4%
Assets** 2,680,452	2,342,225	2,562,618	2,680,452*	2,342,225
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Aggregate Pre-Tax Earnings of Profitable Firms (2,330)	(1,428)	(1,663)	(3,388)	(989)



Master the Art of Calm

On Stage

Use Even tone

Make positive statements

Show respect and courtesy

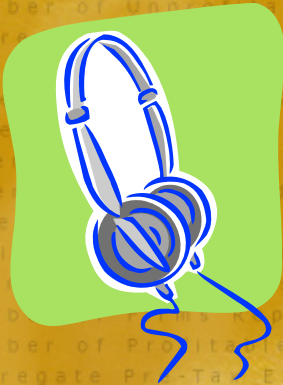
Focus on the problem not the person



Master the Art of Calm



Off Stage



Avoid negative influences

Focus on something soothing & pleasant

Center on your values

Acknowledge and allow your feelings

Use your “partner” as a sounding board

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Master the Art of Calm

Warning Signs of Stress



Fatigue

Headaches

Heartburn

Intestinal distress

Frequent illness

Depression

Anxiety

Unusual/frequent errors

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Master the Art of Calm

Stress Relievers to Alleviate tension



Breathe

Smile

One-Minute vacation

Talk positive

Desk Exercises

Relax

Laugh

Organize

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REWARD YOURSELF!



CELEBRATE THE GREAT WORK YOU DO!



Take yourself to lunch

Take someone else
to lunch

Bring something fun to work

Make a “Brag Sheet”

Say “Thank You” to
Yourself!

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Customer Service Skills



ACTION PLANNING

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Action Planning



Things to consider: Remember: *when, where, what, how, why?*

Technically –

Do you understand all the processes you need to know? Do you know how to help the customer with these processes?

Interpersonal Skills –

How good are your people skills? Ask someone to critique them. Do you talk to fellow employees?

Products/Services –

Are there blind spots in your knowledge? Are their services you don't know about?

Customer Knowledge –

What does your customer need, want, and expect? What might they want the next time?

Action Planning



What's your pickle?

SERVICE

ATTITUDE

CONSISTENCY

TEAMWORK

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